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PTO/SB/21 (12-97)  
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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/714,857
	Filing Date	November 16, 2000
	First Named Inventor	Jansen, et al.
	Group Art Unit	3622
	Examiner Name	James W. Myhre
Total Number of Pages in This Submission	Attorney Docket Number	24349.010

ENCLOSURES (check all that apply)		
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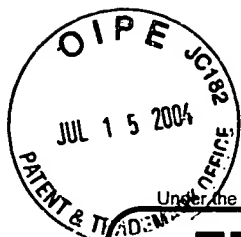
JUL 20 2004

GROUP 3600

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Firm or Individual name	Cowan, Liebowitz & Latman, P.C.
Signature	
Date	July 6, 2004

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PTO/SB/17 (01-03)

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# FEE TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ ) 180.00

**Complete if Known**

Application Number	09/714,857
Filing Date	November 16, 2000
First Named Inventor	Jansen, et al.
Examiner Name	James W. Myhre
Art Unit	3622
Attorney Docket No.	24349.010

**METHOD OF PAYMENT (check all that apply)**☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
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03-3415

Cowan Liebowitz &amp; Latman, P.C.

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☒ Charge fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) during the pendency of this application☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1001	750	2001	375	Utility filing fee	
1002	330	2002	165	Design filing fee	
1003	520	2003	260	Plant filing fee	
1004	750	2004	375	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

SUBTOTAL (1) (\$ ) -0-

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

		Extra Claims	Fee from below	Fee Paid
Total Claims		-20** =	X	
Independent Claims		-3** =	X	
Multiple Dependent				

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	18	2202	9	Claims in excess of 20
1201	84	2201	42	Independent claims in excess of 3
1203	280	2203	140	Multiple dependent claim, if not paid
1204	84	2204	42	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ ) -0-

\*\*or number previously paid, if greater; For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1051	130	2051	65	Surcharge - late filing fee or oath
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet
1053	130	1053	130	Non-English specification
1812	2,520	1812	2,520	For filing a request for <i>ex parte</i> reexamination
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action
1251	110	2251	55	Extension for reply within first month
1252	410	2252	205	Extension for reply within second month
1253	930	2253	465	Extension for reply within third month
1254	1,450	2254	725	Extension for reply within fourth month
1255	1,970	2255	985	Extension for reply within fifth month
1401	320	2401	160	Notice of Appeal
1402	320	2402	160	Filing a brief in support of an appeal
1403	280	2403	140	Request for oral hearing
1451	1,510	1451	1,510	Petition to institute a public use proceeding
1452	110	2452	55	Petition to revive - unavoidable
1453	1,300	2453	650	Petition to revive - unintentional
1501	1,300	2501	650	Utility issue fee (or reissue)
1502	470	2502	235	Design issue fee
1503	630	2503	315	Plant issue fee
1460	130	1460	130	Petitions to the Commissioner
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)
1806	180	1806	180	Submission of Information Disclosure Stmt
8021	40	8021	40	Recording each patent assignment per property (times number of properties)
1809	750	2809	375	Filing a submission after final rejection (37 CFR 1.129(a))
1810	750	2810	375	For each additional invention to be examined (37 CFR 1.129(b))
1801	750	2801	375	Request for Continued Examination (RCE)
1802	900	1802	900	Request for expedited examination of a design application

Other fee (specify)

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ ) 180.00

**SUBMITTED BY**

Name (Print/Type)

R. Lewis Goble

Registration No.  
(Attorney/Agent)

22,479

(Complete if applicable)

Telephone 212-790-9200

Signature

Date

July 6, 2004

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GROUP 3600



24349.010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jansen, et al.

Serial No.: 09/714,857

Filed: November 16, 2000

Group Art Unit: 3622

Examiner: James W. Myhre

For: **LOYALTY PROGRAM TRACKING AND CONVERSION  
SYSTEM**

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**GROUP 3600**

July 6, 2004

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

S I R :

Applicants list below the documents known to applicants and their counsel which they believe may be material to the examination of this application and in respect of which there may be a duty to disclose in compliance with the requirements of 37 C.F.R. §1.56 as follows:

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180.00 OP

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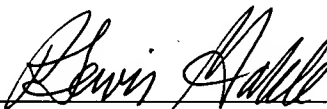
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Applicant does not waive any rights to take appropriate action to establish patentability over any of the listed documents should they be applied as references against the claims of the present application.

This statement should not be construed as a representation that more material information does not exist or that an exhaustive search of the relevant art has been made. Consideration of the cited documents and making the same of record in the prosecution of the above-identified application are respectfully requested.

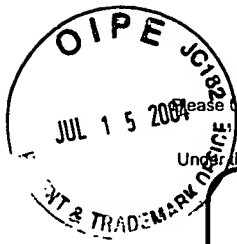
The submission of this Information Disclosure Statement is made before receipt of the initial Office Action. Any fee required for this filing, or any overpayment, should be charged to Deposit Account No. 03-3415.

Respectfully submitted,



R. Lewis Gable  
Reg. No. 22,479

COWAN, LIEBOWITZ & LATMAN, P.C.  
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New York, NY 10036-6799  
(212) 790-9200



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PTO/SB/08A (10-96)  
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<b>Substitute for form 1449A/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			<b>Complete if Known</b>		
			Application Number	09/714,857	
			Filing Date	November 16, 2000	
			First Named Inventor	Jansen, et al.	
			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	1	of	13	Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS						
Examiner Initials <sup>*</sup>	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	A11	6,193,152			05/09/1997	
	A12	6,128,599			10/09/1997	
	A13	6,119,933			07/16/1998	
	A14	6,049,778			10/31/1997	
	A15	6,018,718			08/28/1997	
	A16	6,012,039			02/05/1999	
	A17	5,991,376			05/20/1997	
	D13	6,009,412			06/25/1998	
	E1	09/218,019			12/22/1998	
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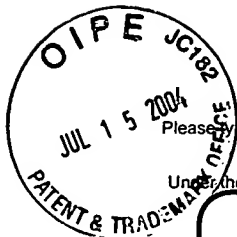
FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	A1	EP	00303839			05/06/1999		
	A2	EP	00200964			03/19/1999		
	A3	EP	99310201			12/21/1998		
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	A19	WO	00/108113			07/22/1999		
	A20	WO	00/106438			07/20/1999		

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			Application Number	09/714,857	
			Filing Date	November 16, 2000	
			First Named Inventor	Jansen, et al.	
			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	2	of	13	Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS						
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	E13	6,571,216			01/14/2000	
	E14	6,564,189			12/22/1998	
	E15	6,549,912			09/23/1998	
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	E21	6,424,951			09/27/1999	
	E22	6,416,406			02/01/2000	
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	E25	6,378,043			12/31/1998	
	E26	6,345,261			09/30/1999	
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	E30	6,289,318			03/24/1999	
	E31	6,273,816			03/22/1999	
	E32	6,273,334			06/15/1999	

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Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	A21	WO	00/104482			07/13/1999		
#	A22	WO	00/101307			06/25/1999		
	A23	WO	00/079461			06/23/1999		
	A24	WO	00/067187			05/02/1999		
	A25	WO	00/060516			04/01/1999		
	A26	WO	00/038088			12/22/1998		
	A27	WO	00/017794			09/23/1998		
	A28	WO	09923596			10/31/1997		
	A29	WO	09920013			10/09/1997		
	A30	WO	09913438			09/05/1997		

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			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	11	of	13	Attorney Docket Number	24349.010

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		A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355.	
		A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1296.	
		A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 58-60.	
	✓	B1. Hamstra, Mark, "MemberWorks Invests \$50 Million to Move Club Business to the Internet Annotated Title-MemberWorks Inc. to Invest Over \$50 Mil in Next 6 Quarters to Shift Much of its Membership-club Business to the Internet", DM News, vol. 22, no. 10, March 13, 2000, p 34.	
		B2. "MyPoints Signs Two Promotions Pacts", DM News, vol. 21, no. 46, December 13, 1999, p 1.	
	✓	C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.	
		C2. Goldie-Scot, Duncan, "MasterCard Turns Beenz into Money – A new Reward Card is to be Launched", Financial News, May 15, 2000.	
		C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.	
		C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.	
		C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.	
		C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no.1, January 10, 2000, p 12.	

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Sheet	12	of	13	Attorney Docket Number	24349.010

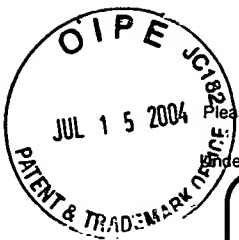
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		C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.	
		C8. Briody, Dan, "Web Currencies Give Cash a Run for its Money", InfoWorld, vol. 22, no. 16, April 17, 2000, p 32.	
		C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.	
	✓	D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.	
		D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.	
		D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.	
		D4. "Netcentives (NNM:NCNT)", The IPO Reporter, November 15, 1999.	
		D5. "Compubank Gives Miles", Customer Loyalty Today, November, 1999, p 5.	
		D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.	
		D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.	
		D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.	

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		D9. "Wells Fargo Joins Internet Sales Program", American Banker, vol. CLXII, no. 194, October 8, 1997, p 21.	
		D10. "Web Incentive Program Wins Clout with Airline Alliances", Advertising Age, vol. 68, no. 39, September 29, 1997, p 43.	
		D11. "Net Surfers Rack Up Travel Miles", USA Today, vol. 16, no. 11, September 29, 1997, p 1B.	
		D12. "Firm Adds Momentum for Click-And-Brick Loyalty", Bank Network News, vol. 18, no. 22, April 13, 2000, p 5.	
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		D17. "Netcentives Goes Universal", San Francisco, Business Times, vol. 14, no. 32, March 10, 2000, p 10.	
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